

Date Mailed
September 1, 2000

BEFORE THE
PUBLIC SERVICE COMMISSION OF WISCONSIN

Application of Riverside Telecom, Inc. for Approval of an Alternative
Regulation Plan

5140-TI-100

NOTICE OF PROCEEDING AND HEARING

Direct Testimony Due:	Tuesday, September 14, 2000 – Noon
Rebuttal Testimony Due:	Wednesday, September 22, 2000 – Noon
Hearing Date:	Tuesday, September 26, 2000 –1:30 p.m. and 6:30 p.m.
Hearing Location:	Johnson Creek Public Library, 125 Lincoln Street, Johnson Creek, WI
Hearing Date:	Thursday, September 28, 2000 - 10 a.m.
Hearing Location:	Public Service Commission, 610 North Whitney Way, Madison, WI

THIS IS A PROCEEDING to consider whether it is in the public interest to approve an alternative regulation plan (Plan) for Riverside Telecom, Inc. (Riverside), and if so, what provisions should be included in the Plan. Wis. Stat. § 196.195(12)(b)3. directs the Commission to regulate telecommunications utilities with the goal of developing alternative forms of regulation and to approve an incentive regulatory plan for each telecommunications utility in the state. Pursuant to Wis. Stat. §196.195(12)(b), the Commission shall identify all of the following in making a determination as to whether the Plan is in the public interest:

- (a) The goals to be achieved, which may include promoting competition, infrastructure deployment, economic development, consumer choice, productivity, efficiency, quality of life, societal goals, or universal service.
- (b) The authorized incentive and how the incentive is expected to help achieve the identified goals.
- (c) The measurement to be used to evaluate successful attainment of the identified goals.

- (d) The extent to which Petitioner has contributed to the Wisconsin Advanced Telecommunications Foundation, established under Wis. Stat. § 14.28.

On June 27, 2000, Riverside filed an application for an alternative regulation plan under Wis. Stat. § 196.195(12). The Plan as proposed by Riverside provides the utility with pricing and other regulatory flexibility as a result of the utility waiving certain rights under state law related to competition and filing a plan for deployment of advanced services. The pricing flexibility under the Plan includes rate rebalancing. Rate rebalancing generally involves increases to rates for local residential service and decreases to rates for intrastate access services. Under the Plan, on the third anniversary date, Riverside proposes to consent pursuant to Wis. Stat. § 196.50(1)(b)2. to allow other eligible telecommunications providers to be certified to provide basic local service in its service territory. The Plan also includes other commitments to implement procedures to promote competition in the applicant's service territory, educational commitments, and commitments to the Wisconsin Advanced Telecommunications Foundation. In addition, Riverside shall meet certain minimum service quality standards under the Plan while continuing to comply with Commission service quality rules. The Plan removes limitations on earnings and waives certain statutory sections. Copies of the applicant's filings may be obtained by written request to Joel Dohmeier, TDS Telecom, P.O. Box 5158, Madison, Wisconsin 53705-0158 or by e-mail addressed to *joel.dohmeier@tdstelecom.com*.

The utility is responsible for giving notice to its customers of the filing of its application with the Commission and, pursuant to Wis. Admin. Code § PSC 2.73, for producing proof of notice at the hearing.

NOTICE IS GIVEN that hearings will be held beginning on Tuesday, September 26, 2000, at 1:30 p.m. and 6:30 p.m. at the Johnson Creek Public Library, 125 Lincoln Street, Johnson Creek, Wisconsin, and continuing at times to be set by the presiding Administrative Law Judge. This building is accessible to people in wheelchairs. Any person with a disability who needs additional accommodations should contact the case coordinator listed below.

Another hearing will be held beginning on Thursday, September 28, 2000, at 10:00 a.m. in the Amnicon Falls Hearing Room at the Public Service Commission Building, 610 North Whitney Way, Madison, Wisconsin, and continuing at times to be set by the presiding Administrative Law Judge. This building is accessible to people in wheelchairs through the Whitney Way first floor (lobby) entrance. Parking for people with disabilities is available on the south side of the building. Any person with a disability who needs additional accommodations should contact the case coordinator listed below.

The Commission considers it necessary, in order to carry out its duties, to investigate all books, accounts, practices, and activities of Riverside. The expenses incurred or to be incurred by the Commission which are reasonably attributable to such an investigation will be assessed against and collected from Riverside, in accordance with the provisions of Wis. Stat. § 196.85 and Wis. Admin. Code ch. PSC 5.

Any person desiring to become a party shall file a request pursuant to Wis. Stat. § 227.44(2m) and Wis. Admin. Code § PSC 2.32(3) no later than 14 days from the date of this notice. The request shall be addressed to Administrative Law Judge Jeffrey J. Patzke, Public Service Commission of Wisconsin, P.O. Box 7854, Madison, Wisconsin 53707-7854.

This is a Class 1 proceeding as defined in Wis. Stat. § 227.01(3)(a).

The Commission does not discriminate on the basis of disability in the provision of programs, services, or employment. Any person with a disability who needs accommodations to participate in this proceeding or who needs to obtain this document in a different format should contact the case coordinator listed below.

Questions from the media may be directed to Jeffrey L. Butson, Public Affairs Director at (608) 267-0912. Other questions regarding this matter may be directed to case coordinator Thomas Ferris at (608) 266-1124.

Dated at Madison, Wisconsin, _____

By the Commission:

Lynda L. Dorr
Secretary to the Commission

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